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W. F. ALLEN CO.

BOOK OF BERRIES

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88 YEARS
1885 • 1973

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D H Scott

THE PLANT SITUATION— 1973

For **88** years, W. F. Allen Company has supplied three generations of growers with the highest quality plants available. **YOU**, our valued customer, are the reason for our success, and **WE** do our part to give **YOU** the finest stand of plants and a rewarding harvest.

Our plant stocks are adequate, with the exception of everbearers, and by ordering early you can help us plan our work to serve you best.

The Berry Book gives up-to-date information on varieties and general help in growing good berries. We try to give you something extra for your reading pleasure in **The Strawberry**, (history) **The Berry Patch**, (recipes) **Other Merry Berries** (drinks). We hope you will read and enjoy these features—and your comments are invited.

We will be waiting to hear from you.

ALLEN'S SUPERIOR VIRUS FREE PLANTS remain as the **STANDARD OF THE INDUSTRY** and your assurance of plants that will **GROW FOR YOU**

ALLEN'S WINNING PLANTS

Standard of the Industry for 88 years

REGISTERED

For best results from your own efforts in growing berries we hope you will use Allen's Winning Plants. They are registered and are grown under the following rigid schedule. As a berry grower you cannot afford to do all of these things but you should insist that your plant grower do them for you. By renewing your planting stock every year or two you can realize most of the benefits from this program.

Here are the things we must do to qualify for the registered label which means so much to you as a grower:

1. Provide a screen house as a source of indexed virus free plants.

2. Our planting stock is all indexed virus free and we keep it that way by constant vigilance against the aphid which is the carrier of virus organism.

3. This superior virus free stock must be grown in isolation from other plants in the neighborhood which are not under aphid protection or are not virus free.

4. Soil fumigation before setting of plants and fumigation twice during the growing season to eliminate nematodes. ALLEN'S fields all have three fumigations to give you superior plants.

5. Abundant plant food, reinforced with a minor element mixture insures that ALLEN'S plants never want for anything.

6. Continuing inspections to make sure that our planting stock and fields are free from red stele and other diseases.

7. With ALLEN'S PLANTS you get all the above, plus the benefit of our experience. We grow no other nursery product and we have been growing and shipping fine strawberry plants for 88 years. We believe this means a lot to you as a grower.

OUR GUARANTEE

W. F. Allen Company guarantees that our superior plants will grow for you. Write us within 45 days if you are not completely satisfied and we will replace the plants or refund your money. After 45 days and within one year of the date the plants were shipped, any plants not satisfactory will be replaced at one-half price. This guarantee applies only to the price of the plants and no further responsibility or liability is implied.

ALLEN'S ALL STARS

WE RATE THEM BEST BY TEST

Best for Early:	Southern States	Earlibelle
	Northern States	Earlidawn, Fairfax, Midland, Redglow, Sunrise
Best for Late:	Southern States	Albritton, Apollo, Atlas
	Northern States	Jerseybelle, Robinson, Sparkle, Vesper
Best for Flavor:		Catskill, Fairfax, Raritan, Redchief, Redglow, Redstar, Sunrise, Suwannee
Best for Freezing:		Earlidawn, Midland, Midway, Pocahontas, Redchief, Redglow, Sparkle, Surecrop, Tennessee Beauty
Best for Frost Resistance:		Earlidawn, Premier
Best for Large Size:		Catskill, Empire, Guardian, Jerseybelle, Marlate, Midland, Pocahontas, Raritan, Redchief, Redglow, Redstar, Robinson, Vesper
Best for Preserving:		Blakemore, Earlidawn, Pocahontas, Premier, Suwannee, Tennessee Beauty
Best for Resistance to Red Stele:		Guardian, Midway, Redchief, Redglow, Sparkle, Sunrise, Surecrop
Best for Resistance to Verticillium Wilt:		Catskill, Guardian, Redchief, Sunrise, Surecrop

TRUE TO NAME

We take every precaution to have all plants true to name. We will replace the plants or refund your money if any prove otherwise but we will not be responsible for any sum greater than the cost of the plants ordered.

VIRUS FREE (REGISTERED)

Plants referred to as "virus free" in this catalog have been field grown by us from virus free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils and Agricultural Engineering, Beltsville, Maryland. Measures have been taken with our field grown stock to control aphids which transmit the virus diseases. In addition, this superior virus free stock is grown in isolation from other plants in the neighborhood which are not under aphid protection or are not virus free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing that they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

EARLY VARIETIES

BLAKEMORE

— Pride of the Processors

Plants: Easy to grow. Vigorous. Excellent for southern and middle states. Disease tolerant. Plants may need thinning.

Berries: Extra firm. Light red skin. No darkening of the light red flesh on holding. High pectin content. Easy to hull. Tart to the taste. Small to medium in size.

Something Special: Blakemore preferred by the ice cream makers. Fair for desserts—delightful for preserves and jams.

EARLIBELLE

— Vigor and Beauty

Plants: Small but great for producing runners. Productive. Adapted from Virginia south.

Berries: Medium to large. Bright red. Glossy and firm. Slightly tart.

Something Special: Earlibelle is outstanding for firmness, toughness, flesh and skin color in freezing and canning.
See COLOR Page 27.

Dear Sirs: Last year I planted 50 of your Earlidawn plants. This summer, we picked 165 quarts. We had picked about 100 quarts and thought that was the end then we got a good rain and before we knew it, we had another 65 quarts. Wow!

Eugene Vernier
Louisville, Ohio

EARLIDAWN

— Earliest of all

Plants: Adapted from Alabama to Maine and West (even in Bermuda, one of our customers tells us). Fewer runners than most varieties. Need good soil and plenty of moisture. Very productive. Where grown, the best money maker here in Maryland. Susceptible to red stele and verticillium wilt.

Berries: Large. Glossy. Vivid red. Firm. Delicious flavor, on the tart side. Conic and somewhat irregular. Ripen very early.

Something Special: Fruiting habit makes Earlidawn frost resistant if not frost proof. (Premier is the only other variety with this distinction). Be the first in your area to have berries when the price is right — at the start of the season. See COLOR Page 9.

FAIRFAX

— Home Garden Favorite

Plants: Full foliage, fast growing. Shy on runner making. Our virus free Fairfax plants have good resistance to leaf spot and scorch. Productive.

Berries: Large. Dark red. Extra sweet.

Something Special: Best for use from patch to table. Highest flavor of all varieties.
See COLOR Page 21.

FLORIDA 90

— Leader in Florida

Plants: Excellent when grown in Florida or a few areas of deep south. Productive. Free in runner making.

Berries: Long conic. Large. Beautiful.

Something Special: Best grown in Florida but the eating is good in the northern states, thanks to shipping.

PREMIER

— Frost Proof

Plants: Productive and make runners freely. Built-in frost resistance.

Berries: Medium size. Long conic. Red skin and flesh. Not firm enough for shipping but excellent for local trade.

Something Special: An old favorite, Premier (Howard 17) is in the ancestry of many newer varieties.

Gentlemen: Last year I ordered 50 Premier plants from you. You sent 52 and 51 lived. They multiplied and this year I have a beautiful bed of them.

Grace Entwisle
Suitland, Maryland

MIDLAND

— Freezer Queen

Plants: Large and healthy. Make fewer runners than most varieties. Extensively grown in middle states.

Berries: Good and early. Large, round conic. High flavored. Deep red.

Something Special: Best for roadside stands, home gardens, pick-your-own. Excellent for freezing. See COLOR Page 31.

REDCOAT

— The Firm One

Plants: Vigorous. Productive. Recommended best for northern states and Canada. Hardy. Resistant to mildew but susceptible to leaf spot and verticillium wilt.

Berries: Large. Light red and glossy. Extra firm in Canada.

Something Special: Good for shipping. Tops for dessert.

Dear Sirs: I have received all my plants in good condition. Although somewhat shy on runner making, the Midland do a wonderful job here. They hold size late in the season best of any berry I ever grew; they seem immune to disease and the planting lasts a long time. The picking season on them also lasts a long time. You gave me good service and good plants. Best wishes for your continued success.

Bethel Gentry
McEwen, Tennessee

WORLD'S FINEST STRAWBERRY SELECTIONS

REDGLOW

The American Beauty

Plants: Vigorous. Make many runners. Set many blossoms for fine production.

Berries: Flavorful. Large. Lovely light red.

Something Special: Extra firm berries — excellent for freezing or shipping. See color page 27.

I bought Redglow year before last (200) and we were well pleased. The best for freezing is very true! We pinched the blooms off the first year and harvested last year. We made jam and froze some. These plants looked like a page in your catalog and I want to keep them that way!

Ronald E. Zeck
Clarksboro, New Jersey

SUNRISE

The Good Grower

Plants: Very vigorous. Good producers of fine berries. Excellent resistance to disease. Grow well even in dry weather.

Berries: Conic. Medium to large. Firm, light, bright red and attractive.

Something Special: High flavor makes the Sunrise delicious for table use. A little light in color for best freezing. Great for shipping. See color page 9.

I have enclosed order for 1,000 Sunrise plants for 1972. The 100 Sunrise plants I received from your company three years ago were the earliest berries I ever had for my roadside stand and I would like to have the same this year if possible.

Edwin P. Edwards
Baltimore, Maryland

SUWANNEE

Superior flavor

Plants: Easy growing. Good runner production. Good resistance to leaf diseases.

Berries: Medium. Bright red and glossy. Not quite firm enough for distant shipments.

Something Special: Considered the highest flavored of all varieties by some experts. See color page 20.

SENATOR DUNLAP

The Old Standby

Plants: Hardy. Drought-resistant. Like clay soil. Well adapted to northern states. Free running.

Berries: Medium size. Conic. Rich red and attractive. High flavor.

Something Special: Ideal for the home garden. Too soft for shipping.

Enclosed you will find my order for this year. Last year's plants, Midland, Raritan and Sunrise, all look very good and I'm looking forward to see how well the Raritan and Sunrise produce. These two really set the runners!

Gene O. Warrenfeltz
Myersville, Maryland

MID SEASON VARIETIES

ATLAS

NEW NORTH CAROLINA INTRODUCTION

Plants: Grow tall. Vigorous. Dark green foliage. Make many flowers on long erect stalks. Moderate on runner production. Good resistance to leaf spot and scorch. Heavy yields. Promising from Maryland south.

Berries: Large. Short conic wedge. Glossy. Bright orange red. Seeds slightly sunken. Extra firm.

Something Special: Grows well on heavy soils. Excellent for shipping.

CATSKILL

The Leader

Plants: Widely adapted. Very productive. Make runners freely. Vigorous grower. Hardy. Resistant to Verticillium wilt.

Berries: Very large. Long conic. Not too firm. Bright crimson skin, light red flesh. Mildly sub-acid.

Something Special: Good for desserts. Excellent for freezing. Loaded with Vitamin C. See color page 14.

EMPIRE

Fine Crops

Plants: Very productive. Vigorous. Grow best northeastern states. Susceptible to leaf spot.

Berries: Large, attractive. High flavored. Pretty green caps.

Something Special: Very good for desserts. Easy to market locally. See color page 22.

GUARDIAN

Grow These and Guard Against Disease

Plants: Great resistance to red stele root rot, verticillium wilt, leaf scorch, mildew. Medium size plants produce runners moderately. Good producer in matted rows. At Baltimore, Maryland, in 1970, production of berries was 15,682 pounds per acre.

Berries: Large. Firm. Glossy. Light red skin and flesh. Fine for shipping. Not too good for freezing.

Something Special: Grow Guardian for fine appearance and flavor, to market later than Surecrop. See color page 28.

January 1972—Last year, I ordered 300 berry plants (Premier, Catskill, Sparkle and Jerseybelle). After planting them, we had three weeks of drought. I am pleased to inform you that every plant lived. Please send me 1,000 plants this year.

Carroll Klimas, Branchville, New Jersey

SUNRISE
See Page 7

1885 *Our Experience is Your Guarantee* 1973

EARLIDAWN
See Page 5

REDCHIEF

ALLEN'S WINNING PLANTS

POCAHONTAS

MIDWAY

— Can't be Beat

Plants: Vigorous. Full of vitality in production. Good resistance to red stele. Grow well on heavy soils — irrigation needed on lighter soils. Run freely.

Berries: Late midseason. Medium to large. Deep red. Medium firm. Good flavor.

Something Special: Extra good for freezing, shipping, pick-your-own marketing.

See COLOR Page 14.

POCOHONTAS

— Wide Adaptability

Plants: Vigorous. Free in runner making. Grow well upper south to midwest. Heavy producer.

Berries: Large. Attractive. Firm. Blunt conic. Skin bright, flesh red. Rather tart. Ship well.

Something Special: Excellent for freezing, preserving.

See COLOR Page 10.

RARITAN

— Fresh Market Favorite

Plants: Early mid-season. Produce runners freely. High yielder. Good matted row grower.

Berries: Large. Glossy. Bright red. Firm. Pretty caps make berries very attractive. Easy to sell.

Something Special: Best for fresh market. Wonderful flavor.

REDCHIEF

— Delight to Pick-your-own

Plants: Medium vigor. Good plant makers. Excellent resistance to red stele. Good resistance to verticillium wilt. Slightly susceptible to leaf spot. Consistently productive in matted rows.

Berries: Medium to large. Firm, glossy surface. Deep red color. Conic. Sweet flavor. Easy to cap.

Something Special: Excellent for pick-your-own marketing. Delightful for desserts or freezing.

See COLOR Page 10.

November, 1971 Your records of my order for berry plants for the spring of 1970 will show that it included 500 Raritan. They did better than any berry that I ever had in all the years that I have grown strawberries. After they were finished bearing, I decided to hold them over for the next years fruiting. Now they look even far nicer than they did last year at this time. They have astonished me. Raritan is the berry I am staying with from now on. After the first picking they are not of champion size anymore but they yield — and yield — and yield.

Mrs. Ernest Schonour
Sinking Spring, Pennsylvania

SURECROP

— For Sure Crops

Plants: Widely adapted, upper south to north. Large size. Vigorous producer. Free in runner production under most conditions. One of the very best for resistance to diseases of plant or foliage. Drought resistant.

Berries: Large. Round conic. Irregular. Firm. Glossy. Medium red skin. Light red flesh. Tart.

Something Special: Fine for desserts. Excellent for freezing.

See COLOR facing page.

Preserving Friends

One of our good friends, Mrs. Dave Marks, San Antonio, Texas, sent her favorite preserve recipe. Try it.

Put: 4 c. hulled and washed berries in heavy pan, include some under ripe ones. Add 1 tablespoon vinegar, bring to a boil (covered) for 1 minute.

Add: 3 cups sugar, bring to boil uncovered for 20 minutes; stir occasionally to keep from sticking to pan. BE SURE TO TIME EXACTLY.

Pour into bowl and leave over-night; put in small sterilized jars, with wax on top. Keep a while, they improve with age.

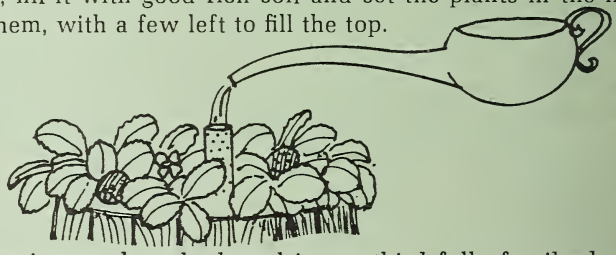
Send us your favorites

Growing Strawberries in Barrels

See facing page

The idea of growing strawberries in barrels appeals to those who love growing plants but have only limited space. These barrels are pretty enough for use anywhere in the house and they will be an added attraction to the patio or garden. Watch the plants grow and bloom; enjoy their beauty and life; and then, glory be, harvest some delicious strawberries for your table.

Order 25 plants for your barrel from our list of many varieties. When you receive your barrel, fill it with good rich soil and set the plants in the holes already bored for them, with a few left to fill the top.

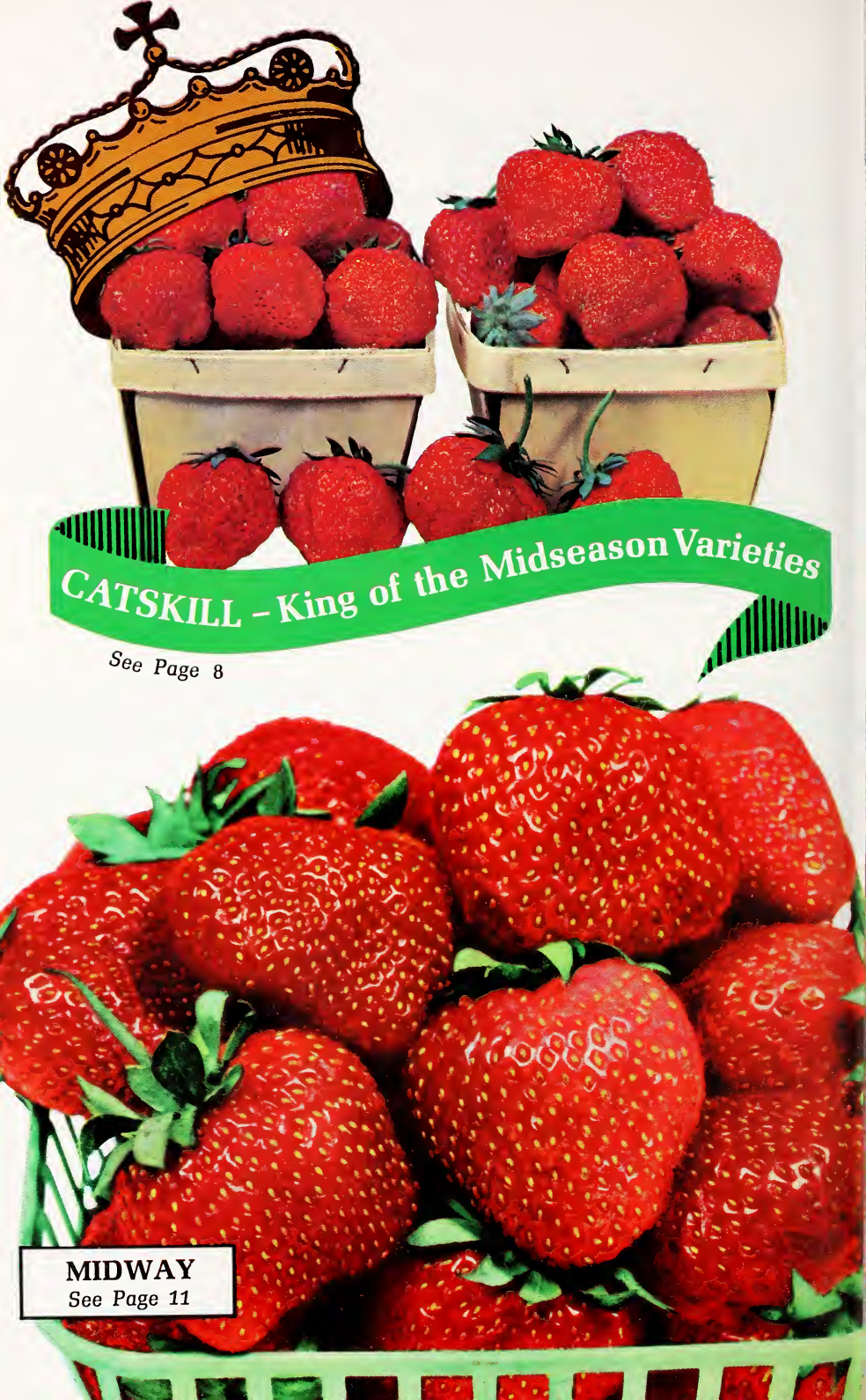


For easier watering — when the barrel is one-third full of soil, place on end in the center of the barrel a 1 or 2 inch tile, metal pipe or wooden channel long enough to extend up even with the surface. The tube should have holes all around, and up and down to allow for circulation of air and water. Just water through this center pipe to give the lowest plants the moisture they need.

BUY A BARREL!

For $7.95 we will deliver to your home, insured, with all transportation charges paid, this beautiful barrel, standing 12 inches high and 10 inches across, banded in brass. It will hold 25 plants, and the green of the foliage is most attractive against the stained rubbed pine of the barrel.

ALLEN'S WINNING PLANTS


CATSKILL – King of the Midseason Varieties
See Page 8
MIDWAY
See Page 11

LATE VARIETIES

ALBRITTON

— The One with Class

Plants: Vigorous. Make runners freely. High yields in North Carolina and parts of Virginia.

Berries: Large. Uniform. Conic. Very firm. Glossy, bright red skin. Solid red flesh. Excellent flavor.

Something Special: Beautiful berries. Easy to sell. Excellent for shipping and freezing.

ARMORE

— Fine for Home Garden

Plants: Productive. Runs freely. Good grower. Small leaves. Subject to mildew and leaf spot.

Berries: Large. Irregular. Short wedge to blunt conic. Medium firm. Light flesh.

Something Special: Delicious berries for the home garden. An old favorite for those needing a highly productive late variety. See COLOR Page 32.

APOLLO

— New for North Carolina

Plants: Short to average. Medium in vigor and runner production. Light green foliage. Short stems. Resistant to leaf spot and powdery mildew. Susceptible to red stele. Good grower and yielder in matted rows.

Berries: Large. Long conic. Smooth. Glossy, deep scarlet. Medium large caps. Prominent seeds. Firm. Little light for attractive frozen pack. Tasty.

Something Special: Highest yields in 1972 Virginia tests. Good shipper.

FLETCHER

— High Flavor

Plants: Vigorous. Tall growing. Winter hardy. Heavy producers.

Berries: Firm. Good size. Flavorful. Bright color.

Something Special: Best for northern states. Excellent for home garden and good for freezing. See COLOR Page 28.

January, 1972 It's been a few years since I ordered plants from you and I think I paid for it! I'm like Mrs. Gray from Peebles, Ohio; I, too, ordered some plants from a good nursery where I buy my flowers and shrubs and I, too, was very disappointed. Most of the plants were so small I really hesitated to plant them. Hardly any roots to them and many of them didn't grow. So, you see, it pays to buy the best and that's from Allens. I learned my lesson and am anxious to see good plants again.

Andrew Kutter
Richmond, Indiana

WORLD'S FINEST STRAWBERRY SELECTIONS

JERSEYBELLE

— The "Belle" of Berries

Plants: Large. Good runner makers. Productive from southern New Jersey northward. Susceptible to leaf diseases, red stele and verticillium wilt.

Berries: Large. Showy. Glossy. Medium red. Blunt conic. Tender skin. Prominent seeds.

Something Special: Size and beauty make Jerseybelle great for local markets and pick-your-own. Not too good for freezing.

See COLOR Page 31.

ROBINSON

— Old Faithful

Plants: Small. Free running. Very productive. Tolerant to virus diseases. Good resistance to foliage troubles. Best from Maryland north.

Berries: Extra large. Soft. Conic. Red skin. Light red flesh. Mild flavor.

Something Special: Noted for its productivity and large, showy berries.

See COLOR Page 22.

SPARKLE

— The Money Maker

Plants: Run very freely. Productive. Resistant to red stele. Partially resistant to leaf spot. Tops for a late variety in the north.

Berries: Glossy, rich red. Pretty caps. Short, blunt conic. Medium size. Superb in quality.

Something Special: Very good for desserts. Excellent for freezing.

See COLOR Page 32.

TENNESSEE BEAUTY

— Bright and Firm

Plants: Vigorous. Run freely. Good resistance to foliage diseases. Tolerant to virus.

Berries: Uniform. Medium size. Long conic. Glossy, medium red. Bright, large caps. Firm. Very attractive.

Something Special: Tennessee Beauty is excellent for shipping, preserving, freezing, because of productivity, firmness, color and flavor.

See COLOR Page 21.

January, 1972 Here is an order for 1,000 Sparkle plants. Two years ago, we planted 600 of your Sparkle plants and last year we amazed everybody by picking 1,414 quarts from these plants during their first bearing season. The plants were absolutely beautiful in color, the berries very tasty even when they got smaller later on. In fact, some people waited for the berries to become small before buying. Now, we want to renew our plants and are tempted to try another variety. However, none other could outdo Sparkle for us so we will order Sparkle again.

Janice Kuck
Kenton, Ohio

VERY LATE VARIETIES

MARLATE

— Late and Large

Plants: Vigorous. Good runner makers. Tolerant to leaf diseases. Not red stele resistant. Grow well on moderately heavy soils.

Berries: Round conic. Smooth. Bright color. Firm flesh. Easy pickers. Large.

Something Special: Excellent quality for table use. Size holds well throughout the season.

See COLOR Page 20.

REDSTAR

— Good, Late and Lovely

Plants: Vigorous. Large leaves. Free in runner production. Resistant to foliage diseases. Tolerant to virus.

Berries: Large. Irregular. Blunt conic. Medium firm. Bright. Tart. Very good dessert quality.

Something Special: One of the better late varieties from Maryland to southern New England and west to Missouri and Iowa.

See COLOR Page 40.

VESPER

— Large, Lovely and Productive

Plants: Run well. Very productive. Vigorous grower. Susceptible to verticillium wilt and leaf diseases.

Berries: Very large. Glossy. Rich red. Pretty green caps. Mild flavor.

Something Special: Great variety to extend the season for northern growers. See COLOR Page 39.

April, 1972 After having watched my neighbor's strawberries come up twice as big and healthy looking as mine for the past two years, I decided to ask them where they got their plants. Would you please send me 25 Vesper plants and when my neighbor writes you, please send them some dwarf plants.

Mrs. Barbara Boschker
Pullman, Washington

February, 1972
Twelve years ago we set out our first strawberry plant, along with 599 others — total 600. That first order and all the other orders since then have been from your stock. This year our order is for 5,000 plants. Needless to say, we have been very satisfied with your superior plants and excellent service.

John J. Janura
New Cumberland, West Virginia

I am writing to let you know that the Marlate strawberry plants that I purchased from you and set out have come up to your recommendations in every way. They produced quite a few berries which received favorable comments from my customers.

Robert L. Covington
Williamsburg, Virginia

EVERBEARING VARIETIES

GEM (Superfection)

— Old favorite

Plants: Hardy. Good producer. Drought susceptible.

Berries: Light red. Irregular. Tart. Medium firm.

Something Special: Attractive berries for table use or local market.

See COLOR Page 19.

OZARK BEAUTY

— Good eating

Plants: Good runner production. Good yielder.

Berries: Large. Sweet. Good flavor. Firm.

Something Special: Pretty plants and good yields from June until first frost. Good freezer.

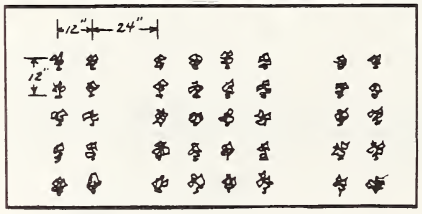
See COLOR Page 19.

A Good Way to Grow Everbearers

Everbearing strawberry production in Ohio shows that largest yields and highest profits with greatest ease and economy of operation are secured by following a four-row bed type planting system. (See diagram and picture.)

In this system the plants are set one foot apart. A two-foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August which are maintained during the remainder of the season.

The plants should be set as early in the spring as the land can be prepared — late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.



Sawdust mulch helps to conserve soil moisture during late summer and appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. It is best to maintain a full inch of mulch.

All blossoms which develop on the newly set plants should be removed until early June, or later if plant growth has not been vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth. If dry weather occurs the crop can be greatly increased in size and quality by irrigation. All runners should be removed from the plants as fast as they develop to insure highest yields.

The Ohio system and variations have been used in many areas for best results with ever-bearers. The cost comes high per acre with more plants and much hand labor required. All reports indicate a carefully managed small or medium size patch will give high profits.

OZARK BEAUTY

OUR BEST EVERBEARERS

SUPERFECTION

SUWANNEE
See Page 7

ALLEN'S PLANTS *Standard of the Industry for 88 years*

MARLATE
See Page 17

TENN. BEAUTY
See Page 16

1885 *Our Experience is Your Guarantee* **1973**

FAIRFAX
See Page 5

ROBINSON
See Page 16

ALLEN'S WINNING PLANTS

EMPIRE
See Page 8

"Our deeds still travel with us from afar, and what we have been makes us what we are"

"Standard of the Industry"

THEN

1894 — Oneida Co., N.Y.

Dear Sir: The plants you sent me arrived safely today. They looked very nice and were packed first class. In fact, they were the finest looking plants I ever got from any nursery and I thank you for them. I shall know where to purchase in the future if I want good plants. Again, thanking you for your fine plants and liberal count, I remain,

Yours truly,
Silas Adams

1894 — Adams Co., Ill.

Dear Sir: The strawberry plants received from you by mail, after a journey of 1,000 miles, came promptly to hand in No. 1 condition. I cannot see how your packing could be more perfect or the plants scarcely fresher if they had been taken directly from the ground and set.

Very truly yours,
W. H. Morris

1894 — Dunn Co., Wis.

Dear Sir: I desire to tell you that the strawberry plants received from you this spring by mail are living and doing nicely. Accept my thanks.

S. Running

1895 — Experiment, Ga.

Dear Sir: We are more than pleased with the plants. They were unusually well packed and were strong and vigorous. We shall take pleasure in recommending you to inquirers as business-like and reliable.

Very truly yours,
Georgia Experiment Station
A. N. Starnes, Horticulturist

1895 — Kent Co., Del.

Dear Sir: The plants I ordered from you came in perfect order and gave entire satisfaction. Excellent plants, well packed and liberally counted. You will doubtless receive an order from me next spring.

E. J. Packard

AND NOW

April, 1972

Dear Sir: We have bought strawberries from you only in small lots but the berry plants arrive in excellent condition and are strong, healthy plants. We receive the same courtesy you would give had we ordered a large amount. Thank you again for a prompt reply to our order.

Mrs. Allan P. Baker
Wallingford, Vermont

March, 1972

Dear Sir: We thank you so very much for sharing half the loss of our plants we ordered last June. It's wonderful to do business with an honest company such as yours.

Harry Hovis
Hiram, Missouri

April, 1972

Dear Sir: I appreciate the attention we have received for our small orders for plants. It seems that your attention to small growers is equal to that of the large ones. I'm sure that if I did become a large grower, it would be with your plants.

John Stemple
Morgantown, West Virginia

Feb., 1972

Dear Sirs: I was born the year Mr. Allen started in his strawberry plant business, so come May 27th I will be 87. I have bought plants of you for a good many years and I am very much pleased with your plants and service. This might be my last order — we have only a lot here where we live now but have berries to sell as well as for ourselves. Thanking you, I am

C. E. Schwartz
Pleasant Hill, Ohio

March, 1972

I have ordered strawberry plants from you for nearly 40 years. They have always been satisfactory.

Rex Fuller
Ironton, Ohio

The Berry Patch

by Virginia Lasley

'Some scientists tell us the strawberry has little food value. How futile to attempt to measure the worth of this fruit in calories. As well value the sunbeam only for its heat or the cloud only for its water. The rich red color of the strawberries, the enticing fragrance and delightful tangy flavor make an appeal to the senses that cannot be expressed in terms of food value. Let the scientists worry about food values — we simply want to be sure that you get all the pleasure possible from your berries — fresh, frozen or preserved!

Mrs. Helen Christman of Canton, Ohio, stopped by our booth at the Pennsylvania Farm Show in January and tried our Strawberry Candy. She had a favorite recipe of her own and was good enough to send it to me when she returned home. It's delicious — you'll like it!

Partially melt ½ c. of margarine over low heat. Add 2 slightly beaten eggs and 1 c. granulated sugar, mixing and stirring well. Add 1¼ c. finely chopped dates. Cook 5 minutes, stirring constantly. While on low heat, gradually add ½ c. flour. Cook this seven more minutes. Keep stirring, remove from heat and add following:

¼ t. salt
1 t. vanilla
2½ c. Rice Krispies
½ c. finely chopped nuts

Mix well. Shape as strawberries. Roll in dry Strawberry jello. Makes about 5 dozen. Use pieces of green candied cherries or pineapple for stems.

Mrs. Irene Perkins, West Union, Illinois — one of our special friends, sent a great strawberry pie recipe and we know you will want to try it:

1 9" baked pie shell
1½ c. water
⅛ t. salt
1 qt. berries (hulled and sliced)
3 T. cornstarch
1 small box strawberry gelatin

Cook sugar, cornstarch and water over medium heat until thick, stirring constantly. Add gelatin. Cool slightly. Add salt and berries. Pour into baked shell. Chill for a few hours. Top with sweetened whipped cream — or if you don't have a cow, you can use a commercial topping.

Home-made ice cream is always a treat for the whole family. This recipe is easy as 1, 2, 3 with a blender:

1 T. grated lemon peel
1 pint fresh berries, capped and sliced
1 T. lemon juice
⅔ c. sweetened condensed milk
1 c. heavy cream, whipped

Combine lemon peel, juice and strawberries in blender. Blend, covered, and at high speed until smooth. Reduce speed to low, remove cover, pour condensed milk in steady stream in strawberry mixture. Whip cream; fold strawberry mixture into whipped cream, using rubber spatula or spoon. Pour mixture into ice cube tray; cover with waxed paper or plastic wrap. Freeze 2 or 3 hours or until firm. Serves 6.

Happiness is hearing from You

Other Merry Berries

In the June issue of Coastal Camper, B. J. Deatrick gave a recipe for a Merry Berry drink that will suit your taste even if you are not a camping enthusiast.

"STRAWBERRY BOULE"

Cut Eastern Shore strawberries (1 quart or more) very fine and add 1 cup sugar. Mix and mash a bit to get the juice running and put aside until syrup is formed. Put it in a large bowl or pot with a lid (to keep the bugs that love strawberries out). Add 1 gallon white or Rosé wine. Refrigerate overnight. Bottle. Must be served cold and it gets better the longer you keep it. Note: Use your blender on the berries.

In the olden days, STRAWBERRY TEA was considered a curative for diseases of the heart. Mr. Joseph R. Pavao very kindly sent his recipe — and he drinks a cup of this tea once or twice a day for high blood pressure:

> Pick a handful of nice, fresh green leaves from your strawberry plants (Allen's, naturally). Wash. Add 1 quart water and boil 5 minutes. Let cool and drink for your health.

For a Merry Berry drink to serve anytime — to anyone — without apology, try this:

STRAWBERRY TEA PUNCH

4 tea bags	2 qts. boiling water
1 cup sugar	2 pints berries, pureed in blender
⅓ c. lemon juice	Red food coloring

1. Put tea bags into a large pre-heated bowl. Pour in boiling water. Cover; allow to steep 5 min., discard tea bags. Stir sugar into tea until dissolved, then blend in strawberry puree, lemon juice, and food coloring (a drop at a time until of desired color).
2. Chill thoroughly. Put Strawberry Ice Cubes into pitcher and pour in chilled Strawberry Tea Punch.

STRAWBERRY ICE CUBES

Pour water into an ice cube tray to a depth of ½ inch. Put a fresh strawberry into each compartment of tray. Set in freezer about 1½ hrs. Fill tray with water and freeze until cubes are solid. Release cubes (allow tray to stand at room temperature for a few minutes). Use immediately or store in plastic bag in freezer.

The Strawberry

DID YOU KNOW . . .

The strawberry belongs to the great Rose family and the name of the genus is Fragaria, from the Latin Fraga, its ancient name.

The Alpine strawberry plant of old produced both white and red fruits.

Wild strawberry plants were transferred to home gardens sometime in the 15th century.

There is some disagreement in early writings as to how the strawberry was named. One author claimed it was named because of children stringing the berries on straws to sell, as we mentioned last year. Other writers suggest the name was given because of straw used to keep fruit off the ground and clean. This is surprising as our impression was that mulching with straw was a more modern method. Another claims the name was given because strawberry plants themselves looked like straw spread over the ground.

Strawberries were not cultivated by the Greeks or Romans.

Shakespeare stated that strawberries were grown in gardens in the time of Richard III (1597) but were a rarity.

The cultivation of strawberries for market began soon after 1800.

The introduction of the Hovey by C. M. Hovey, Boston, Massachusetts, in 1834, marked the emancipation of our horticulture from that of the Old World and the beginning of North American plant breeding.

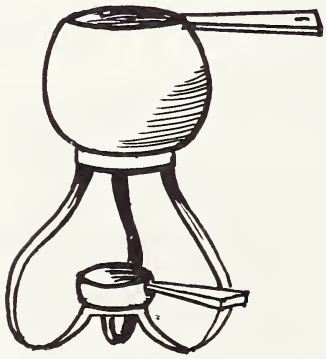
Anne Arundel County, Maryland, was the most important strawberry district in the South about 1850 — 250 acres were devoted to growing strawberries.

In 1847, the average yield to the acre near Cincinnati was 896 quarts and the average price was 6¢ a quart.

In days of old, dreaming of strawberries was an excellent omen, especially to the young bachelor, as "such dreams will insure him a wife who will not only be angelic in temper but also a prolific bearer of boys."

For FONDUE LOVERS only

For a truly different and delightful fondue, try this — courtesy of my daughter, Judith Howard. She knows my "strawberry" mind and is ever willing to try a new strawberry recipe. Fondue buffs will love this. Makes three cups.



2 10 oz. pkges frozen strawberries, thawed
¼ c. cornstarch
½ c. water
1 4 oz. container *whipped* cream cheese, softened
2 T. sugar
¼ c. brandy

In saucepan, crush berries slightly. Blend cornstarch, sugar, water; then add to berries. Cook and stir 'til thick and bubbly. Pour into fondue. Add cheese and stir until melted. Gradually add brandy. For dipping, use fresh pineapple, mandarin oranges, apples, pears, marshmallows. *Try it, you'll like it!*

ALLEN'S PLANTS *Standard of the Industry for 88 years*

FLETCHER
See Page 15

1885 *Our Experience is Your Guarantee* **1973**

GUARDIAN
See Page 8

CULTURAL DIRECTIONS

STRAWBERRIES are grown successfully in every state. They are easy to grow and beginners are proud of their fine berries.

BEARING. Standard varieties set in the spring of 1973 will bear their best crop in May or June of 1974. Everbearing varieties set in the spring produce berries in late summer and fall of that year.

PLANTING. Early spring planting is of the greatest importance in growing strawberries. This means just as early in the spring as weather permits preparing the land. The plants are established while the soil is still cool and moist and a good stand becomes the rule. With dormant plants and irrigation, later setting is possible but it is not as easy. Planting time is usually February, March, and early April in the southern states; March and April in the middle states; April and May in the northern states.

PLANTING DISTANCES. In general we recommend setting plants 18 to 20 inches apart in rows 4 feet apart. This requires a little over 7,000 plants per acre. (See table) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 by 10 you would need about 20 plants.

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3½ ft. "	18 "	8,297 "
3½ ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in. "	18 "	7,128 "

SOIL AND LOCATION. Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers.

1. In rolling country a sloping field gives better air drainage and less injurious frosts.

2. Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion.

3. Follow a hoed crop to make less weeds and grass to contend with in the strawberries.

4. Avoid sod land that may harbor grub worms which cut or injure your plants. Treatment makes the use of sod land much safer.

5. Change the place of the strawberry bed every few years. It will help to keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble.

6. A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries.

7. Most important of all — Select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil. Of course, if irrigation is available, you can give the plants water when necessary.

IRRIGATION. If you have irrigation it will certainly pay to use it for strawberries, both for establishing the new bed, as well as at fruiting time. However, irrigation is not mandatory. In addition, if you have a frost during bloom, irrigation during the danger hours has saved strawberry crops from frost and freeze damage with temperatures as low as 20°F.

LAND PREPARATION. In late winter or very early spring the land should be plowed or in small plots spaded to a depth of 6 to 8 inches. Then with a harrow or rake it should be leveled off to form a smooth friable planting bed. Here are some of the things which are not necessary but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much

Continued on Page 30

more valuable for the strawberry crop if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog, or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparations for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. For small areas a good guide in the application of manure is to figure one to two bushels for every 100 square feet.

PUTTING PLANTS IN GROUND. Any method is good which leaves the roots reasonably straight down in the soil. It is best if the roots are spread with the soil pressed tightly against them and the bud just at the surface. With plants that have very long roots, clipping them off to about 4 or 5 inches, which will not hurt the plants, will make a good job of setting easier. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface.

As far as setting tools are concerned, a good garden trowel is best for work in small plots; in larger fields it is common practice to use a transplanter. With a transplanter it is very important that the setting depth of the plants be checked behind the planter.

CHEMICAL FERTILIZER. On very fertile soils none is needed. Have a soil test made and follow the recommendation of your local supplier or County Agent.

LIME. If other crops, weeds or grass have made a good growth on the land you have selected for strawberries, it does not need lime.

A pH range of 5.7 to 6 is best; 5 to 7 is satisfactory if organic matter content of the soil is fairly high.

CARE OF PLANTS. Plants should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for settling strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. If plants must be kept a while, small lots can be kept in the family refrigerator. The very best way to hold plants is in cold storage between 29 and 32°.—*Never, never* put plants in a freezer where temperatures will go below 28°.

CULTIVATING, HOEING and TRAINING. Shallow cultivating and hoeing (not to exceed two inches) kills weeds, conserves moisture, and enables new runners to take root.

Uncover the buds, because neglect in doing this will give you a poor stand.

Most of the training of new runners is done at hoeing time. Train the first strong new runners out like spokes from a wheel and root them until a fruiting row 1½ to 2½ feet wide has been formed. 4 to 8 plants per square foot of fruiting bed is enough and when possible later runners should be cut off.

MULCHES. Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture, and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed, at least partly, soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections, sawdust has been used with good results; also buckwheat hulls. Use whatever you have or can buy at a reasonable price.

ALLEN'S PLANTS *Standard of the Industry for 88 years*

SPARKLE
See Page 16

ALLEN'S WINNING PLANTS

ARMORE
See Page 15

FOLD HERE

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STRAWBERRY PLANTS
For 88 Years

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Salisbury, Maryland 21801

HOW TO ORDER

1. **ADDRESS.** Print your name, street address, or Route and Box Number, Post-office, State and Zip Code on the order blank.

2. **SHIPPING DATE.** Fill in date you would like plants shipped in space provided on order blank. This date will have to be several days in advance of the time you wish to receive your plants to allow for time in transportation. If you do not fill in this space, we will ship on date best suited to your locality, advising you when order is received. Planting as early as the weather permits is the rule.

3. **VARIETIES.** Decide the number of plants of each variety you want. List on the order blank, referring to Page 38 for prices.

4. **TRANSPORTATION AND INSURANCE.** Delivery charges are in addition to prices on Page 38. We will ship the best way for your location for an additional 15% of the cost of plants. For this 15%, we pay for packing your plants to keep them fresh, transportation charges, and insurance to guarantee delivery of plants.

5. **AIR TRANSPORTATION.** Salisbury is served by Salisbury-Wicomico Airport and Allegheny Airlines. If air transportation is desired, do not send the additional transportation charges as they may be paid when plants are received. Your nearest airport can give you an estimate of charges, based upon 3 pounds per 100 plants.

6. **PAYMENT.** Add the cost of the plants plus 15% and include check or money order in this amount, payable to W. F. Allen Company.

7. **PLANTS FOR FRIENDS.** If you order 50 plants or more, send us the names and addresses (with zip codes, please) of three (3) friends who grow or might like to grow strawberry plants. We will send your friends a free Berry Book and we will send you 25 plants of our choice, without additional cost to you. The 25 free plants must be sent with this order.

W. F. ALLEN CO.

SALISBURY, MARYLAND 21801 • TEL. (301) 742-7123

NAME .....

STREET .....

ROUTE NO. ..... **BOX NO.** .....

CITY ..... **STATE** ..... **ZIP NO.** .....

Ship Plants On or About .....

NOTICE! This is the shipping date, NOT the arrival date. Delivery times vary so that we cannot guarantee an arrival date. Plants will be **shipped** as near the date you specify as possible.

NUMBER OF PLANTS	VARIETY OF PLANTS	PRICE Dollars	PRICE Cents

Do Not Use this Space			
Order No.	Amount for Plants		
	15% for Transportation		
	Total Amount of Money Sent		

IMPORTANT! If Sold Out of Varieties Ordered:

SUBSTITUTE Suitable Variety ..... ☐

RETURN My Order and Money for Varieties Not Available..... ☐

(See other side for HOW TO ORDER and our *Offer for Friends.*)

DETACH FOR MAILING — TEAR ON PERFORATION

COMPLIMENTS FROM FRIENDS OF ALLENS

January, 1972
Dear Friends (and I mean friends), *I have just noticed that you and I have something in common! You have sold berries for 87 years and I am 87 years old. Fascinating? I've had over 3,000 visitors to come and look at my easy way of gardening and I rave to them about you and Fairfax. A Happy 1972 to you!*

Ruth Stout
West Redding, Connecticut

January, 1972
I have purchased 25 to 50 plants yearly from you for the last 15 years or more. I pinch the bloom off the first year and let the plants bear two seasons and then dispose of them. I have always had excellent yields. One year we picked 175 quarts! Catskill has been our best yielder.

Charles Judy
Troutville, Virginia

February, 1972
I have been using your plants for over 30 years and have had very good success. I find that Catskill does as well in my ground as any and I have tried many of your varieties. Of late years, I have set out 100 plants each year and 1971 was one of my better years as we picked 276 quarts and sold $98.00 worth and had plenty for our own use.

Henry C. Patt
East Bridgewater, Massachusetts

February, 1972
We've always had good success with your plants and the berries are delightful. Thank you very kindly.

Mrs. A. E. Haswell
Elyria, Ohio

February, 1972 I recently called about ordering some strawberry plants. The woman I spoke to was very pleasant. We have been doing business with Allens for quite some time. We bought a swimming pool and filter one summer with the money I made selling Allen Jerseybelle berries. In that particular year, we picked over 350 quarts. They are just the best holding and best selling strawberries we have ever come across. We are very pleased and doing business with Allens is a pleasure.

Mrs. A. J. Payne, Jr.
Forked River, New Jersey

March, 1972
If I had my choice of the 25 free plants for names, I would like to try "Surecrop" to see how they compare with Catskill. I have never found a variety of strawberry that can even come close to doing the job that Catskill does for me here in northwest Missouri. Your plants are the best I have ever received from any nursery.

Clyde W. McGuire
Oregon, Missouri

June, 1972
Thank you kindly for your card and copy of letter dated May 24 to myself and Mrs. Borsig. It was rather pleasant to receive this information and the manner in which it was written. I do not recall encountering this type of consideration lately. Do not stop or give it a computerized flavor. I would like to feel that I am an Allen man and with this, feel a relation.

Francis A. Harrling
New York, New York

March, 1972
I have set out between 150 and 1,200 plants for the last 40 years. They were mostly Allen plants. Plants have always been nice. Last year I picked 235 quarts from 100 Surecrop and 50 Redchief plants.

E. K. Garner
Columbus, Ohio

PRICE LIST FOR 1973 SEASON

If 10,000 or more plants of one variety are desired, please write us for quotation.

EARLY VARIETIES	25 plants	50 plants	75 plants	100 plants	150 plants	200 plants	250 plants	500 plants	1,000 plants	5,000 plants
Blakemore	$2.75	$4.15	$5.15	$6.20	$ 8.60	$10.45	$12.05	$17.90	$27.50	$135.00
Earlibelle	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Earlidawn	3.30	4.95	6.10	7.30	9.90	12.35	14.35	21.35	33.00	162.50
Fairfax	3.25	4.85	6.05	7.25	9.70	12.25	14.20	21.25	32.50	160.00
Florida 90	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Midland	3.30	4.95	6.10	7.30	9.90	12.35	14.35	21.35	33.00	162.50
Premier	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Redcoat	3.50	5.25	6.55	7.80	10.65	13.35	15.25	22.75	35.00	172.50
Redglow	3.30	4.95	6.10	7.30	9.90	12.35	14.35	21.35	33.00	162.50
Senator Dunlap	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Sunrise	3.30	4.95	6.10	7.30	9.90	12.35	14.35	21.35	33.00	162.50
Suwannee	3.20	4.80	6.00	7.20	9.45	12.15	14.00	20.80	32.00	157.50
MIDSEASON VARIETIES										
Atlas	2.80	4.20	5.25	6.30	8.75	10.65	12.30	18.20	28.00	137.50
Catskill	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Empire	3.20	4.80	6.00	7.20	9.45	12.15	14.00	20.80	32.00	157.50
Guardian	3.75	5.65	7.10	8.45	11.60	14.05	16.40	24.40	37.50	185.00
Midway	3.10	4.65	5.80	7.00	9.50	11.75	13.55	20.15	31.00	152.50
Pocahontas	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Raritan	3.75	5.65	7.10	8.45	11.60	14.05	16.40	24.40	37.50	185.00
Redchief	3.75	5.65	7.10	8.45	11.60	14.05	16.40	24.40	37.50	185.00
Surecrop	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
LATE VARIETIES										
Albritton	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Apollo	2.80	4.20	5.25	6.30	8.75	10.65	12.30	18.20	28.00	137.50
Armore	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Fletcher	3.25	4.85	6.05	7.25	9.70	12.25	14.20	21.25	32.50	160.00
Jerseybelle	3.30	4.95	6.10	7.30	9.90	12.35	14.35	21.35	33.00	162.50
Robinson	2.90	4.35	5.45	6.55	9.05	11.00	12.70	18.85	29.00	142.50
Sparkle	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
Tenn. Beauty	3.00	4.50	5.65	6.75	9.35	11.40	13.15	19.50	30.00	147.50
VERY LATE VARIETIES										
Marlate	3.75	5.65	7.10	8.45	11.60	14.05	16.40	24.40	37.50	185.00
Redstar	3.30	4.95	6.10	7.30	9.90	12.35	14.35	21.35	33.00	162.50
Vesper	3.30	4.95	6.10	7.30	9.90	12.35	14.35	21.35	33.00	162.50

EVERBEARING VARIETIES

Gem (Superfection) 5.00
Ozark Beauty .. 5.00

Our plants are tied and sold in bunches of 25 and we do not sell less than 25 of any variety.

Quantity rates are based on plants of one variety. Two or more varieties cannot be combined at the quantity rate.

TRANSPORTATION AND INSURANCE: Delivery charges are in addition to prices listed. Add 15% of the cost of your plants to your remittance for transportation and insurance. For this 15%, we pay for packaging your plants to keep them fresh, transportation charges, and insurance to guarantee delivery of plants

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PAYMENT. Add the cost of the plants plus 15% and include check or money order in this amount, payable to W. F. Allen Company.

FAMILY GARDEN COLLECTIONS

GENERAL GARDEN COLLECTIONS

Earlidawn.....Earliest of all, frost resistant
Fairfax..... Early and Sweet, great for the table
Catskill.....Hardy and productive; the "King" of varieties
Sparkle.....Late and productive; good freezer

Collection A—100 plants, 25 each of the 4 kinds.....$10.85
Collection B—200 plants, 50 each of the 4 kinds..... 17.30

NEWEST VARIETY COLLECTIONS

Sunrise.....Very early, disease resistant, bright red and firm
Guardian..... New, late midseason; good resistance, fine berries
Redchief.....Vigorous plants, red stele resistant, large berries
Marlate.....Late, large and new

Collection C—100 plants, 25 each of the 4 kinds.....$12.55
Collection D—200 plants, 50 each of the 4 kinds..... 20.15

We pay transportation

VESPER
See Page 17

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